

News Letter

AMERICAN MANAGEMENT
ASSOCIATION

20 Vesey Street

New York, N. Y.

No. 34

Dec. 15, 1926

THE following letters are spontaneous appreciations of the various services enjoyed by members of the Association:

Conventions

"The Cleveland Convention of the American Management Association was the first one I attended and I just want to drop you a few lines to give you my impressions of the affair.

"Frankly, I went to the meeting in a somewhat skeptical frame of mind, believing that your convention would be conducted like others which I have attended, where there is a great deal of hand-shaking and back-slapping with a lot of conversation and nothing accomplished. I was prepared to leave the meeting on the first day if my suspicions were confirmed, but I found the meetings conducted in such a thoroughly businesslike fashion and the material offered so interesting, that I remained for the full three day session. I left the convention feeling that I took away with me some very valuable and constructive information." Mr. C. A. Bethge, Chicago Mail Order Company.

"We take this occasion to say that to our minds this last meeting was by far the best we have yet attended both from the standpoint of the scope of the program and the manner in which the various subjects were handled. We feel that we obtained a great deal of good from the meetings." Mr. B. A. Ramaker, Bausch & Lomb Optical Company.

"We wish to congratulate you on a very interesting meeting recently held at Cleveland.

"We have never seen any group of men who concentrate on the job in hand all the time more than those who attend the American Management Association meetings." Mr. Clarke P. Pond, Vice President, Engineering-Sales, David Lupton's Sons Company.

"I feel that this conference was positively the best we have ever held and the attitude of the scientists and psychologists toward the industrial men, and also the attitude of the

industrial men toward the scientists and psychologists shows a tremendous improvement even over that of a year ago. It looks as if we were getting to a common ground, not only of understanding but of cooperative work and results." B. R. Miller, Personnel Director, Ingersoll-Rand Company.

"It has been a long time since I have attended what seems to me to be as profitable and worthwhile a convention as the convention of your Association recently held in the Hotel Astor, and I want to thank you for the opportunity afforded me of being present at this convention." W. A. Pierce, Secretary and Treasurer, The Dayton Steel Foundry Company.

"Somewhat tardy, true, but in time, one trusts—a word of congratulation on the recent meetings of the A. M. A. I thought everything passed off exceedingly well, while the program contained much valuable and worthwhile material, and of wide scope. Your efforts brought results." E. A. Davies, Budget Director, Liberty Mutual Insurance Company.

"I think it was one of the best conferences I ever attended and quite up to the level of the older scientific societies. Its participants made thoughtful and substantial contributions. There was a high degree of sustained interest among the attendance, which was large. I regarded it as a very excellent training course." Henry Bruère, 3rd Vice President, The Metropolitan Life Insurance Company.

Information Service

"We are in receipt of your letter of October 14th enclosing the data you have gathered from manufacturing concerns covering their method of handling salvage materials.

"We sincerely appreciate the interest you have taken in securing this information for us, which deals specifically with our problems here regarding the treatment of salvage materials. The more consideration we give this problem, the more we realize there seems to be no very well defined method of handling such transactions. Yet it is extremely interesting to us to know what other concerns are doing and we appreciate the cooperation you have given us in endeavoring to secure for us reliable information on this question.

"Our Accounting Department has also commented very favorably on the response you have made to their inquiries and we assure you that it gives us keen pleasure to recommend

your service to others. Should we at any time be in a position to give you information which would be valuable to others regarding our operations here, we would be pleased to have you request the same from us." Mr. G. N. Purington, Purchasing Agent, American Potash and Chemical Corporation.

"We are very appreciative of the helpful material which arrived from you this morning on local manager titles and also on the cost of uniforms. I appreciate that you have been to a great deal of pains to collect this and I hope we may some day be able to help you out on something." Miss Florence A. Grant, Librarian, The Fleischmann Company.

"Thank you very much for your favor of the 2nd, enclosing instruction book covering detail of operating a cost accounting system for automobiles together with sample forms used in this connection.

"The information which you have given, will we are sure, prove helpful in solving our own problem.

"Right now we believe that the information which you have given, together with certain other data which we have obtained from other industrial concerns operating a fleet of salesmen's automobiles, will give us all the information which we require.

"However, if after we get into the problem we find additional information is necessary, we will take advantage of your very kind offer to call upon you for further information as it may be needed." R. F. L'Hote, Secretary General Sales, American Radiator Company.

Publications

"This paper of Mr. Dennison's is, I believe, the clearest, most far-seeing outline of the direction in which progress in industrial management must proceed that has yet appeared in print.

"In the dissemination of such sound points of view as Mr. Dennison expresses, I believe the American Management Association is doing a very helpful service to the cause of better methods in management." Mr. H. A. Richmond, J. Walter Thompson Company.

"I wish to compliment you and your organization upon the very excellent material you put into the *Review*. The June number is full of interesting matter and any one who takes management seriously would certainly consider it of great value." Mr. Acheson Smith, Acheson Graphite Company.

"Just a line to advise you that since the payment of my bill a short time ago, I have been literally swamped with literature from your organization. You certainly have a great system.

"I particularly wish to commend your big book on the training of salesmen, which is part of your Sales Executives' series. We have already derived considerable benefit from this book in connection with our magazine promotion, and our promotion manager finds it useful for constant reference. Keep up the good work!" Philip W. Carter, Vice President, The Open Road.

General Value

"Our membership is looked upon here as one of the most valuable we have. I know of no other organization to which we belong that gives so much of practical value.

"Mr. Westphal and Mr. Taylor were glad to give of their time and effort to make the Cleveland meeting a success. Both have spoken enthusiastically of the men in attendance and of the good things they got from the meetings." Mr. M. H. Karker, President, Jewel Tea Co., Inc.

"I have your letter of June 1st enclosing a bill for the renewal of our Company membership in the Association and it has just given me much pleasure to make out a requisition authorizing the payment of this bill.

"You may be interested to have me confirm what I have often told you personally that we value our membership in the Association very much. One piece of concrete evidence I am quoting from a memorandum which one of our major executives wrote me:

"If your Department obtains half as much value from the American Management Association membership as this Department does, there can be no question of the desirability of continuing the membership. I have obtained a number of helpful ideas from the publications. Some of the bulletins have been helpful to various members of the staff including Mr. ———, for example, and Mr. ——— says that their value to him alone is worth to the Department half of the annual dues."

"Much luck to you in your efforts to constantly improve the service of the Association." Mr. Earl B. Morgan, Manager, Employment and Service Department, The Curtis Publishing Company.

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